

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-20 (Canceled)

21. (Currently Amended) A method for providing selected content selected from a plurality of content stored at a network-based device to a wireless mobile device used by a user, the selected content to be operated upon at the wireless mobile device pursuant to ~~a~~ at least a first selected locking requirement that is determinative of use of the selected content at the wireless mobile device until the locking requirement is met, said method comprising:

selecting, at the wireless mobile device, acceptance of the at least the first selected  
locking requirement;

notifying the network-based device of selection made during said operation of selecting  
of the acceptance of the selected locking requirement;

receiving at the network-based device an indication of selection of which of the plurality of content is to form the selected content;

presenting at least a first ~~locking~~ locking requirement associated with the selected content, the indication of selection of which is received during said operation of receiving; and

selectably providing the selected content to the wireless mobile device together with the at least the first locking requirement to permit the selected content to be operated upon pursuant to ~~at least a selected one of the~~ at least the first selected locking requirement.

22. (Currently Amended) The method of claim 1 further comprising the operations of:  
storing the selected content, once provided during said operation of selectably providing,  
to the wireless mobile device, at the wireless mobile device;  
operating upon the selected content at the wireless mobile device in accordance with the  
~~selected one of the~~ at least the first selected locking requirement.

23. (Currently Amended) The method of claim 22 further comprising the operation, at  
the wireless mobile device, of determining when the ~~selected one of the~~ first selected locking  
requirement is met.

24. (Currently Amended) The method of claim 23 further comprising the operation  
subsequent to said operation of determining of unlocking the selected content data to release the  
selected content out of the ~~selected one of the at least the~~ first selected locking requirement.

25. (Currently Amended) The method of claim 23 further comprising the operation of  
notifying the network-based device of determination made during said operation of determining  
that the ~~selected one of the~~ first selected locking requirement is met.

26. (Previously Presented) The method of claim 25 further comprising the operation of  
dispensing a reward to a user associated with the wireless mobile device subsequent to notifying  
the network-based device during said operation of determining.

27. (Currently Amended) The method of claim 21 wherein said operations of presenting and selectably providing are performed by sending a message from the network-based device to the wireless mobile device that contains both the selected content and the at least the first selected locking requirement.

28-30. (Canceled)

31. (Previously Presented) The method of claim 20 wherein said operation of selectably providing is performed subsequent to said operation of notifying.

32. (Currently Amended) The method of claim 31 wherein the at least the first selected locking requirement selectably provided during said operation of selectably providing together with the selected content comprises the ~~selected one of the at least the first~~ selected locking requirement.

33. (Currently Amended) The method of claim 21 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content at the wireless mobile device according to the at least the first selected locking requirement.

34. (Currently Amended) The method of claim ~~13~~ 33 wherein the at least the first selected locking requirement comprises a manner by which to display the advertising content in human perceptible form.

35. (Currently Amended) In a wireless mobile device operable by a user in a radio communication system, an improvement of apparatus for operating upon selected content selected from a plurality of ~~content~~ content stored at a network-based device and delivered to the wireless mobile device, said apparatus comprising:

a selector embodied at the wireless mobile device, said selector for selecting acceptance of at least a first selected locking requirement; and

a content manager embodied at the wireless mobile device, said content manager for managing the selected content once delivered to the wireless mobile device, management of the selected content provided by said content manager comprising selectably locking the selected content pursuant to ~~[[a]]~~ the first selected locking requirement, determining when the first selected locking requirement is met, and unlocking the selected content when the first selected locking requirement is determined to have been met.